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What is claimed is:

1. A method for optimizing the fit of a shell of an in-the-ear hearing apparatus comprising at least one component or structural feature, comprising the steps of:

obtaining a digital representation of a portion of the ear canal and/or a portion of the outer ear;

creating a digital representation of a shell conforming to the digital representation of the ear canal and the outer ear, the step of creating a digital representation of a shell comprising the step of creating at least a digital representation of an outer surface of the shell; and

modifying

at least one physical dimension of at least a portion of the digital representation of the shell; and/or

the dimensions and/or position of at least one component or structural feature.

2. A method as set forth in claim 1, where the step of creating a digital representation of the shell comprises the step of reducing the number of points in the digital representation of the shell.

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- 3. A method as set forth in claim 1, where the step of modifying at least one physical dimension of at least a portion of the digital representation of the shell comprises the step of expanding, reducing, tapering, or pivoting at least a portion of the shell.
- 4. A method as set forth in claim 1, where the step of modifying at least one physical dimension of at least a portion of the digital representation of the shell comprises the step of dividing the shell into a plurality of segments and expanding, reducing, tapering, or pivoting one or more of the segments.
- 5. A method as set forth in claim 1, where the step of modifying at least one physical dimension of at least a portion of the digital representation of the shell comprises the step of compensating for anatomical irregularities in the outer ear or the ear canal.
- 6. A method as set forth in claim 1, where the step of modifying at least one physical dimension of at least a portion of the digital representation

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of the shell comprises the step of creating a seamless interface between the shell and a faceplate.

- 7. A method as set forth in claim 1, where the step of creating a digital representation of the shell comprises the step of creating a faceplate integral with the shell.
 - 8. A method as set forth in claim 1, further comprising the step of positioning one or more components or structural features in or on the shell.
 - 9. A method as set forth in claim 8, further comprising the steps of: reducing the volume of the shell incrementally until at least one of the components in the shell collides with another component or the internal wall of the shell; and

enlarging the volume of the shell until the collision is alleviated.

10. A method as set forth in claim 1, further comprising the step of superpositioning the shell in the ear canal and in the outer ear as applicable.

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- 11. A method as set forth in claim 1, further comprising the step of simulating the insertion of the shell into the outer ear and the ear canal.
- 12. A method as set forth in claim 1, further comprising the step of fabricating a hearing instrument by direct manufacture.
 - 13. A method as set forth in claim 1, further comprising the steps of: fabricating a hearing instrument from the digital representation of the shell;

10 fitting the instrument in the user's ear;

generating an identical virtual apparatus; and

in response to the fitting of the instrument in the user's ear, further modifying at least a portion of the shell to optimize the fit, comfort, and/or performance of the apparatus.

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14. A method as set forth in claim 1, further comprising the steps of: generating an identical virtual apparatus; and fabricating a hearing instrument;

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- 15. A method as set forth in claim 1, further comprising the step of applying an identifier to the shell.
- 16. A method for optimizing the fit of a digital representation of an
 in-the-ear hearing apparatus comprising a shell and at least one component
 or structural feature, comprising the steps of:

modifying at least one physical dimension of at least a portion of the shell; and/or

modifying the dimensions and/or position of at least one component or structural feature.

- 17. An apparatus for optimizing the fit of a shell of an in-the-ear hearing instrument comprising at least one component or structural feature, comprising:
- a scanner for obtaining a digital representation of a portion of the ear canal and optionally a portion of the outer ear; and
- a processor for creating a digital representation of the shell that conforms to the scanned digital representation of the ear canal and the outer ear as applicable, the processor comprising

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means for creating at least a digital representation of the shell; and means for modifying

at least one physical dimension of at least a portion of the digital representation of the shell; and/or

the dimensions and/or position of at least one component or structural feature.

- 18. An apparatus as set forth in claim 17, where the processor comprises means for reducing the number of points in the digital representation of the shell.
- 19. An apparatus as set forth in claim 17, where the processor comprises means for expanding, reducing, tapering, or pivoting at least a portion of the shell.

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20. An apparatus as set forth in claim 17, where the means modifying at least one physical dimension of at least a portion of the digital representation of the shell comprises means for dividing the shell into a

plurality of segments and expanding, reducing, tapering, or pivoting one or more of the segments.

21. An apparatus as set forth in claim 17, further comprising means
5 for fabricating a hearing instrument by rapid prototyping or direct

manufacture.